

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Gary B. Robinson
Serial No. : 09/893,748
Filed : June 29, 2001

Art Unit : 3622
Examiner : Yehdega Retta
Conf. No. : 3348

Title : AUTOMATED COLLABORATIVE FILTERING IN WORLD WIDE WEB
ADVERTISING

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO FINAL OFFICE ACTION OF NOVEMBER 24, 2010

Please amend the above-identified application as follows: